

COCHISE COUNTY

Social Media Marketing Outreach

Board of Supervisors

Work Session

November 3, 2015



Public Programs...Personal Service

COCHISE COUNTY

Purpose for Work Session:

- Inform the Board what social media platforms are currently in use
- Explain why staff feels we should have a presence on social media
- Obtain direction from the Board about what our message is
- Get clear direction on what information to share on which platform and when

Social Media Revolution 2015 #Socialnomics Video

<https://www.youtube.com/watch?v=jottDMuLesU>



COCHISE COUNTY

Cochise County Social Media Procedure – February 1, 2013

PURPOSE: To address the procedure on department use of social media sites such as Facebook and Twitter. Includes guidelines to set up and manage social media pages for the distribution of official government content to address our responsibilities relating to public records, protection of free speech and information/security.

ACCEPTABLE USE OF SOCIAL MEDIA:

- To disseminate time-sensitive information
- An online channel for services provided face to face
- As customer service and feedback resource

And.....



COCHISE COUNTY

....As marketing/promotional channels that increase the County's ability to share its message with the broadest possible audience, or to target a specific audience. The policy indicates **the following types of information should be distributed:**

- Emergency Information
- Event and Observation Information
- Customer Service
- Public Service Announcements
- Employment Opportunities
- Public Meetings
- News and Information
- Community or Neighborhood-specific information
- Ways to communicate with elected and management officials



COCHISE COUNTY

What social media platforms do we use now?



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND



560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY



1
BILLION
ACTIVE USERS



LINKEDIN

**BUSINESS
ORIENTED**
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE
BRANDS**
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& **CONNECT**



79% OF USERS
ARE **35**
OR OLDER



240
MILLION
ACTIVE USERS

Currently we use Facebook.
(since 2011)

Twitter account set up for Elections
(2008) but never used. We use for
elections outreach info only.

We do not have a presence
on LinkedIn or Youtube



COCHISE COUNTY

Facebook.com

The screenshot displays the Facebook profile of Cochise County, Arizona. The page header includes the URL <https://www.facebook.com/CochiseCountyAZ?ref=bookmarks> and the page name (18) Cochise County. The navigation bar shows tabs for Page, Notifications, Insights, and Publishing Tools. The cover photo features a scenic mountain view. The profile picture is the official seal of Cochise County, Arizona, established in 1881. The page statistics for 'THIS WEEK' are: 9,259 Post Reach, 1,569 Post Engagement, 0 Contact Us, and 0 Website Clicks. The timeline shows a status update from Louise Short and a photo update from Margarita Rodriguez. The Windows taskbar at the bottom shows the date and time as 12:04 PM on 10/26/2015.

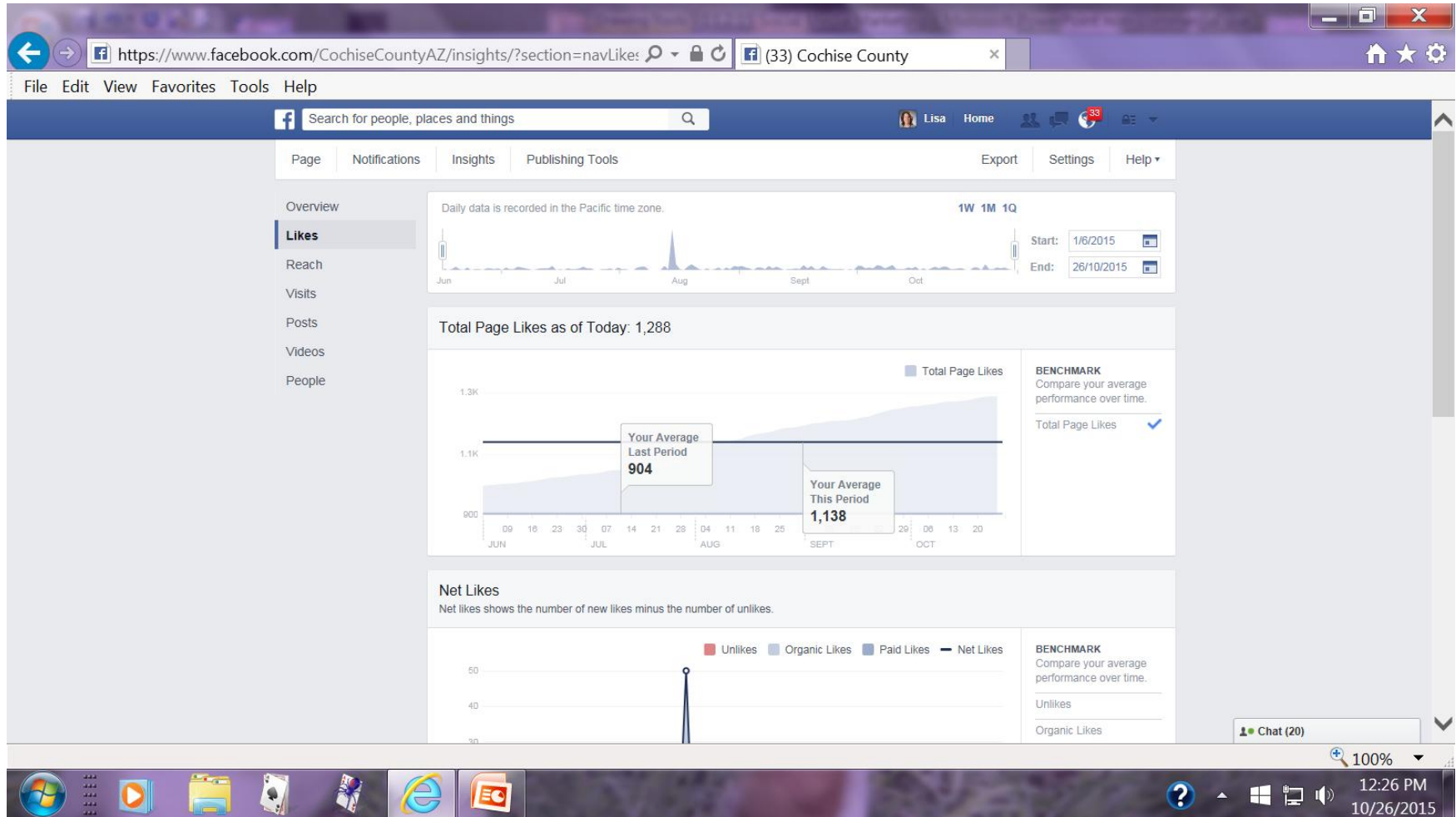
<https://www.facebook.com/CochiseCountyAZ>

Public Programs...Personal Service



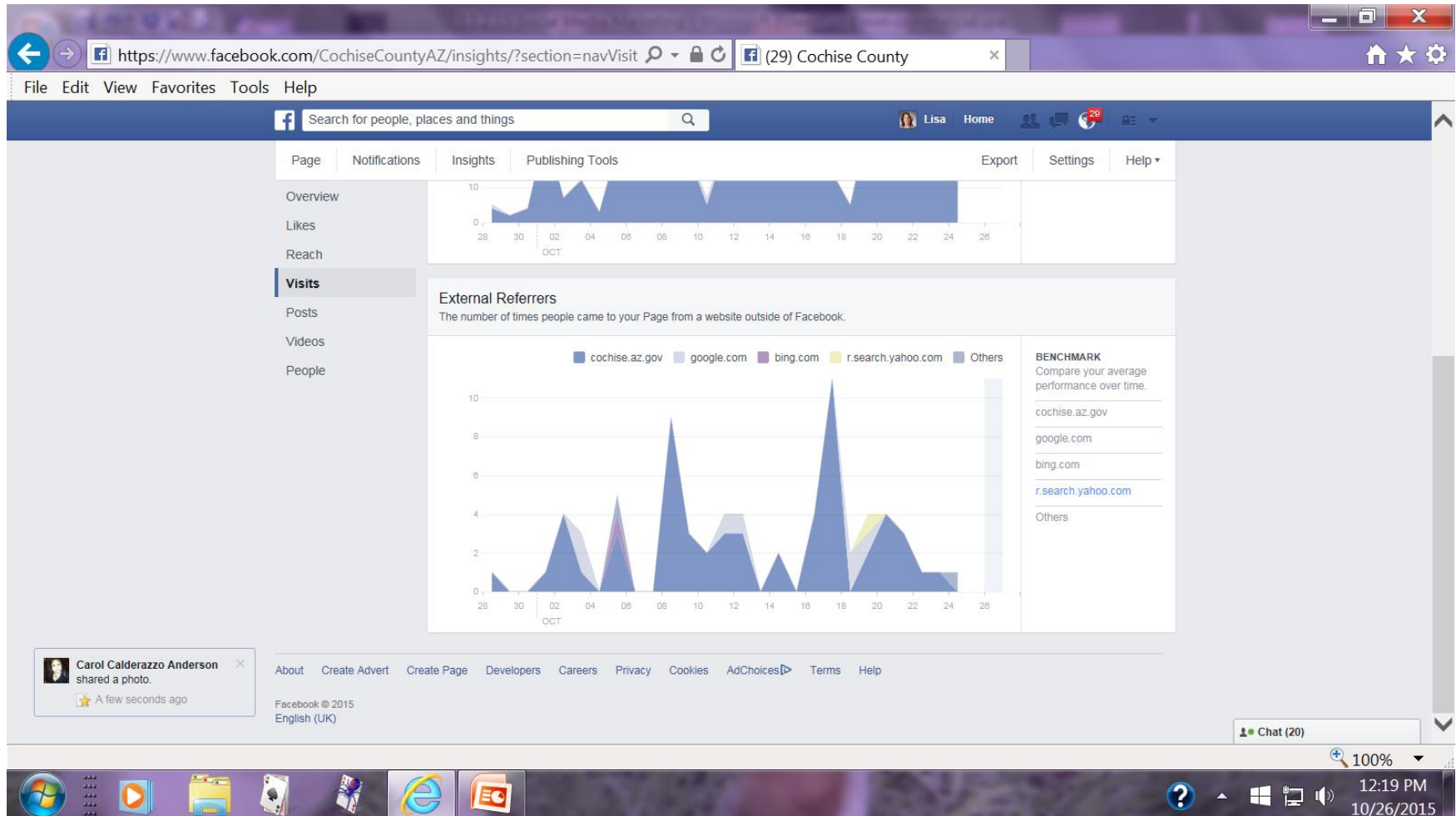
COCHISE COUNTY

How many people like us?



COCHISE COUNTY

How did these people who like us find us?



COCHISE COUNTY

What information do they value the most?

Reach: Organic/Paid Post Clicks Likes, Comments & Share

The screenshot displays the Facebook Insights page for Cochise County, specifically the 'Posts' section. The interface includes a navigation bar with 'Page', 'Notifications', 'Insights', and 'Publishing Tools'. The 'Posts' section is active, showing a list of recent posts with their respective metrics. The table below summarizes the data shown in the screenshot:

Date	Post Content	Reach	Post Clicks	Likes	Comments	Shares	Boost Post
24/10/2015 15:06	Voter Outreach - 10.24.15	400	181	24			Boost Post
24/10/2015 10:26	Elections Director Katie Howard presenting to Benson residents	398	24	32			Boost Post
23/10/2015 10:35	Our Elections Dept. is on the road again this Saturday. This time	113	3	8			Boost Post
23/10/2015 09:25	Supervisor Richard Searle recently attended the County Supervisors	267	40	16			Boost Post
22/10/2015 11:17	Secretary of State announces Campaign Finance Training in Cochise	136	5	9			Boost Post
22/10/2015 09:19	#TBT - Courthouse in Old Bisbee. Look how small the trees were	585	50	49			Boost Post
21/10/2015 14:54	This is great news to share for tourists and residents! We are happy	464	82	12			Boost Post
21/10/2015 10:21	October is National Domestic Violence Awareness Month. The Cochise	126	0	10			Boost Post
20/10/2015 13:14	Today the Board of Supervisors recognized two local businesses	601	74	19			Boost Post
20/10/2015 10:09	Over 40 vehicles and a few electronics. Viewing of items on Friday	7.8K	1.5K	365			Boost Post
20/10/2015 08:30	Many Arizona counties are looking to upgrade elections equipment	1.1K	32	14			Boost Post



Cochise Elections
@ccelelections
Cochise County Live Election Updates
Cochise County, AZ
cochise.az.gov/cochise_electi...
Joined November 2008

Tweets **Tweets & replies** **Photos & videos**

Cochise Elections Retweeted
Tucson Sentinel @TucsonSentinel · Oct 22
Arizona: It's no longer illegal to post your ballot on Facebook (or Twitter) tucsonsentinel.com/local/report/1...

Cochise Elections @ccelelections · Oct 24
Mock "cookie" voting to demo the machines in #bensen today. The winner was iced oatmeal cookies! pics on website

Who to follow · Refresh · View all

- Arizona PBS** @arizonapbs · Follow
- Cronkite School** @Cronkite... · Follow
- JOE DANA** @JoeDanaR... · Follow

Trends · Change

- #DEWxNBA**
@RussWest44 can powerstace through anything with Mtn Dew Kickstart
Promoted by Mountain Dew®
- European Parliament**
End in sight for mobile phone "roaming" fees and unequal internet...
Just started trending
- Toby Young**
1,082 Tweets about this trend
- Kerala House**
Hindu Sena calls cops to Kerala House over 'beef'
20.4K Tweets about this trend
- #AskBoris**
1,711 Tweets about this trend
- Greenland**
A Drone's Vantage Point of a Melting Greenland
Just started trending

<https://twitter.com/ccelelections>



COCHISE COUNTY

Linkedin.com

City of Los Angeles
Government Administration
10,001+ employees
21,348 followers
Follow

Home

The City of Los Angeles is a Mayor-Council-Commission form of government, as originally adopted by voters of the City of Los Angeles, effective July 1, 1925 and reaffirmed by a new Charter effective July 1, 2000. A Mayor, City Controller, and City Attorney are elected by City residents every four years. Fifteen City Council members representing fifteen districts are elected by the people for four-year terms, for a maximum of two terms. Members of Commissions are generally appointed by the Mayor, subject to the approval of the City Council. General Managers of the various City departments are also appointed by the Mayor, subject to confirmation by the City Council. Most employees of the City are subject to the civil service provisions of the City Charter.

The new City Charter, effective July 2000, provided for the creation of a Citywide System of Neighborhood Councils. The goal of the Neighborhoods Councils is to promote public participation in City governance and decision-making process to create a government more responsive to local needs.

Website
http://www.lacity.org/

Industry
Government Administration

Type
Government Agency

Headquarters
200 North Spring St. Los Angeles, California 90012 United States

Company Size
10,001+ employees

How You're Connected

57 second-degree connections
11,529 Employees on LinkedIn
See all

City of Los Angeles Showcase Page

City of Los Angeles
Government...
10,001+ employees

Keep up with interesting, relevant updates

<https://www.linkedin.com/company/163081?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A163081%2Cid%3A4-3-13%2CtarId%3A1446244187541%2Ctas%3Acity%20of%20>

Public Programs...Personal Service



The screenshot shows a LinkedIn profile for the City of Los Angeles. The browser address bar displays the URL: <https://www.linkedin.com/company/163081?trk=tyah&trkinfo=clickedVertical%3Acompany%2CclickedEntityId%3A>. The profile header includes the City of Los Angeles logo and the text "City of Los Angeles: Overview...". Below the header, there is a search bar and a "City of Los Angeles Showcase Page" section. The showcase page features a "CityLAJobs" logo and a "Follow" button. The main content area displays a job posting for a "Correctional Nurse" with a salary range of \$65,250 - \$99,409. The job description includes details about the position, qualifications, and application process. Below the job posting, there is a section for "City of Los Angeles" with a "Happy Friday!" message and a link to a YouTube tutorial. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 3:33 PM on 10/30/2015.

City of Los Angeles Showcase Page

CityLAJobs
Government Administration · 528 followers
+ Follow

Ads You May Be Interested In

- Professional Women Only**
You're Invited to Join the National Association of Professional Women
- PMP Exam Prep Classes!**
Nov. 16-19, Tucson, PMI Global R.E.P., BBB Accredited and VA Approved.
- Nonprofit Master's Degree**
USC Price School of Public Policy Ranked 7th in Nonprofit Mgmt. Learn More.

City of Los Angeles
New Job Opening: **Correctional Nurse 2017**

Salary Range: \$65,250 - \$99,409

Filing Period: Friday, October 16, 2017 at 8:00 A.M.

Position Details: A Correctional Nurse provides professional nursing services to inmates and staff in the Department of Corrections. This position is responsible for providing nursing care to inmates and staff, including administering medications, monitoring vital signs, and providing emotional support. The position also involves providing nursing care to inmates and staff who are in need of medical attention.

Requirements: 1. A BSN Registered Nurse license issued by the California Board of Registered Nursing and
2. The current address and professional nursing experience according to Correctional Code, Criminal Code, Temporary Employment, and/or other applicable laws and regulations.

Apply Online: www.pcc.lacity.org

Like (5) · Comment · Share · 10 days ago

Connor T. MacIVOR, Ernesto Peraza +3

City of Los Angeles
Happy Friday! The following jobs have opened for filing in the City of Los Angeles! Apply now at: <https://linkd.in/bSAzh2> Watch our YouTube tutorial videos on our homepage to help you with your application process at www.pcc.lacity.org

City of Los Angeles
New Job Openings: October 16, 2015

Job Title	Salary Range	Filing Period
Correctional Nurse	\$65,250 - \$99,409	This is a temporary position. The position is for a period of 90 days. The position is for a period of 90 days.
Safety Administrator	\$112,375 - \$151,421	Thursday, October 29, 2015 at 11:59 P.M.
Utilities Service Investigator	\$91,092 - \$134,210	

Apply Online: www.pcc.lacity.org



Browser address bar: <https://www.youtube.com/watch?v=CW7EPN11ctw>

File Edit View Favorites Tools Help

YouTube

Up next Autoplay

Pam Hudgins - Right of Way Agent, Highways & Floodplain Community Development

Cochise County Employee Interview

WadeSound MediaProductions

388 views

Published on Jan 30, 2015
Interview video produced for Cochise County.

ALL COMMENTS

Add a public comment...

Up next

- Arizona Sky Islands - Landscape Montage (Cochise County) by Marques A.V. MASSIONGALE 108 views
- Getting To Know Cochise County Sheriff Mark J. Dannels by CochiseTV.com 412 views
- What is Howard Buffett Building on the Border? by Al Loneprotestor 1,586 views
- (Part II) A Day in the Life of an Arizona Rancher: Fences, Illegal Aliens, and One by Center for Immigration Studies 16,662 views
- Gaming the Border: a Report from Cochise County, Arizona by Center for Immigration Studies 92,738 views
- Unsecured Border: Interview with Ronnie Osburn by Center for Immigration Studies 815 views
- Music and Memory Program Comes to Cochise County Nursing Home by Lone Protestor 162 views
- Jason Clay - 2015 Copper Classic by WadeSound MediaProductions 124 views
- BOOMER: CNN's Rick Sanchez introducing Cochise County Border Militia pkg by Christina Boomer Vazquez 754 views
- Arizona county fair horse racing from 2005 by airforbes1 554 views

8:08 AM 10/30/2015



COCHISE COUNTY

What's a successful formula for government?

What should we post, and when?

Relevant info	3 times per week
Teach and Educate	2 times per week
Start Conversation or Engage Audience	1 time per week
Inspire Audience	Every 2 weeks
Entertain	Monthly

Photo and video – dominate as the most popular

Always use a call to action – tell them what to do

Source: Simplymeasured.com – analytics marking firm



COCHISE COUNTY

SUMMARY – Why staff feels social media is relevant

Allow us to communicate locally, globally:

- Share information on their terms – how the public wants to learn about it

- Add value for our residents by letting them know things they may not hear about anywhere else.

- Information used as a teaching moment

Provide a uniform, consistent message with brand development

- Public perception and awareness

- Regional leadership development

- Succession planning

Increase our existing presence on the web and in search engine rankings

Drive traffic to our website for the most current information and facts



COCHISE COUNTY

Board of Supervisor's direction to Staff regarding social media marketing?

Facebook – Continue or change what we currently do? What should we share from other entities, and which ones?

Twitter – Continue with only Elections or expand with info similar to Facebook on a general County Twitter page?

Linkedin – Create page with specific content for recruiting purposes, awards, programs.

Youtube – Create channel for County videos?

**Other Direction to Staff?
Questions? Comments?**

